

# ORDER



<b>Orders</b>	<b>Order / Rev:</b>	106121		
	Alt Order #:	06848655		
	Product Desc:	BERKLEY FOR SENATE		
	Estimate:	30S		
	Flight Dates:	09/04/12 - 09/10/12	Primary AE:	Amy McCreary
	Original Date / Rev:	10/23/12 / 10/23/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
<b>Agency</b>	<b>Name:</b>	<b>Shorr Johnson Magnus</b>		
	Buying Contact:			
	Billing Contact:			
	1831 Chestnut St.			
	Philadelphia, PA 19103			
		Billing Type:	Cash	
		Billing Calendar:	Broadcast	
		Billing Cycle:	EOM/EOC	
		Agency Commission:	15%	
<b>Advertiser</b>	<b>Name:</b>	<b>Berkley, Shelley for Senate</b>		
	Demographic:	A35+		
	Product Codes:	PLC01		
	Priority:	SELECT PRIORITY CODE		
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN		
	New Business Thru:			
	Order Separation:	00:05:00		
	Advertiser External ID:			
	Agency External ID:			

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/10/12	72	\$35,425.00	\$30,111.25		September 2012	72	\$35,425.00	\$30,111.25	0.00
					Totals		72	\$35,425.00	\$30,111.25	0.00

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	40%	\$35,425.00
Market	100%	\$88,562.50

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$22,140.62
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$17,712.50
KTUD	0%	\$0.00
KVVU	13%	\$11,513.12
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$1,771.25

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	09/04/12	09/07/12	Wake Up Early w/ Wagners		430a-5a	- TWT---	:30	4	\$200.00	1	0.00	NM	4	\$800.00
<b>WAKE UP</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	- TWT---		4			\$200.00		0.00				

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	09/04/12	09/07/12	Wake Up Early w/ Wagners	CM	430a-5a	- TWT---	:30	4	\$200.00	1	0.00	NM	4	\$800.00
<b>WAKE UP</b>															
Week:	09/03/12	09/09/12	Weekdays		Spots/Week		Rate		Rating						
			- TWT---		4	\$200.00		0.00							
2	KSNV	09/10/12	09/10/12	Wake Up Early w/ Wagners	CM	430a-5a	M-----	:30	1	\$50.00	3	0.00	NM	1	\$50.00
<b>WAKE UP</b>															
Week:	09/10/12	09/16/12	Weekdays		Spots/Week		Rate		Rating						
			M-----		1	\$50.00		0.00							
3	KSNV	09/04/12	09/07/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	- TWTF--	:30	8	\$600.00	1	0.00	NM	8	\$4,250.00
<b>WAKE UP</b>															
Week:	09/03/12	09/09/12	Start Date	End Date	Weekdays		Spots/Week		Rate						
			- TWTF--				8	\$600.00							
Spot	Ch	Date Range	Description		Start/End Time										
4	KSNV	09/03/12-09/09/12	M-F 5-6a WakeUp w/Wagner	5-6a											
6	KSNV	09/03/12-09/09/12	M-F 5-6a WakeUp w/Wagner	5-6a											
4	KSNV	09/10/12	09/10/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-----	:30	1	\$125.00	3	0.00	NM	1	\$125.00
<b>WAKE UP</b>															
Week:	09/10/12	09/16/12	Start Date	End Date	Weekdays		Spots/Week		Rate						
			M-----		1	\$125.00		0.00							
5	KSNV	09/10/12	09/10/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	2	\$250.00	3	0.00	NM	2	\$500.00
<b>WAKE UP</b>															
Week:	09/10/12	09/16/12	Start Date	End Date	Weekdays		Spots/Week		Rate						
			M-----		2	\$250.00		0.00							
6	KSNV	09/04/12	09/07/12	Today Show	CM	658a-9am	- TWTF--	:30	4	\$1,500.00	1	0.00	NM	4	\$5,350.00
<b>TODAY SHOW</b>															
Week:	09/03/12	09/09/12	Start Date	End Date	Weekdays		Spots/Week		Rate						
			- TWTF--				4	\$1,500.00							
Spot	Ch	Date Range	Description		Start/End Time										
2	KSNV	09/03/12-09/09/12	Today Show		658a-9am										
7	KSNV	09/10/12	09/10/12	Today Show	CM	658a-9am	M-----	:30	2	\$350.00	3	0.00	NM	2	\$700.00
<b>TODAY SHOW</b>															
Week:	09/10/12	09/16/12	Start Date	End Date	Weekdays		Spots/Week		Rate						
			M-----		2	\$350.00		0.00							
8	KSNV	09/10/12	09/10/12	M-F Today Show II 3rd Hr	CM	9-10a	M-----	:30	1	\$125.00	3	0.00	NM	1	\$200.00
<b>TODAY SHOW II</b>															
Week:	09/10/12	09/16/12	Start Date	End Date	Weekdays		Spots/Week		Rate						
			M-----		1	\$125.00		0.00							
Spot	Ch	Date Range	Description		Start/End Time										
1	KSNV	09/10/12-09/16/12	M-F Today Show II 3rd Hr	9-10a											
See MG 8.2 [NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	09/10/12-09/10/12	M-F Today Show II 3rd Hr	9-10a											
MG for 8.1 09/10 [revised rate]															
10	KSNV	09/10/12	09/10/12	Noon News	CM	12-1230pm	M-----	:30	1	\$175.00	3	0.00	NM	1	\$175.00
<b>NEWS</b>															
Week:	09/10/12	09/16/12	Start Date	End Date	Weekdays		Spots/Week		Rate						
			M-----		1	\$175.00		0.00							
11	KSNV	09/04/12	09/07/12	Noon News	CM	12-1230pm	- TWTF--	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
<b>NEWS</b>															
Start Date	End Date	Weekdays		Spots/Week		Rate		Rating							

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KSNV

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
<b>SNL</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 09/03/12	09/09/12	-----S-		1	\$550.00	0.00									
35	KSNV	09/09/12	09/09/12	Sunday Today		CM	7a-8am		-----S	:30	1	\$200.00	3	0.00	NM	1	\$200.00
<b>SUN TODAY</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 09/03/12	09/09/12	-----S		1	\$200.00	0.00									
36	KSNV	09/09/12	09/09/12	News 3 Today Wknd		CM	9a-930am		-----S	:30	1	\$175.00	3	0.00	NM	1	\$175.00
<b>NEWS</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 09/03/12	09/09/12	-----S		1	\$175.00	0.00									
37	KSNV	09/08/12	09/08/12	Sa-Su Early News		CM	5pm-630pm		-----S-	:30	1	\$225.00	3	0.00	NM	1	\$225.00
<b>Sa-Su Early News</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 09/03/12	09/09/12	-----S-		1	\$225.00	0.00									
41	KSNV	09/08/12	09/08/12	Sat PR 8-9p		CM	8-9pm		-----S-	:30	1	\$800.00	2	0.00	NM	1	\$800.00
<b>Saturday Prime 8-9pm</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 09/03/12	09/09/12	-----S-		1	\$800.00	0.00									
43	KSNV	09/09/12	09/09/12	Sports Night in Las Vegas	SM		Sun 1135p-1200a	-----S	:30	1	\$200.00	2	0.00	NM	1	\$200.00	
<b>Sports Night in Las Vegas</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 09/03/12	09/09/12	-----S		1	\$200.00	0.00									
44	KSNV	09/10/12	09/10/12	Days of our Lives		CM	1258p-2pm		M-----	:30	1	\$275.00	2	0.00	NM	1	\$275.00
<b>Days of our Lives</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 09/10/12	09/16/12	M-----		1	\$275.00	0.00									
45	KSNV	09/09/12	09/09/12	Sunday Today		CM	7a-8am		-----S	:30	1	\$325.00	2	0.00	NM	1	\$325.00
<b>Sunday Today</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 09/03/12	09/09/12	-----S		1	\$325.00	0.00									

Totals

72

\$35,425.00